

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
DATA MINING IN A THREE-DIMENSIONAL MULTI-USER  
ENVIRONMENT

ABSTRACT OF THE DISCLOSURE

A data mining system, method and computer program product is provided for tracking user behavior in a three-dimensional (3D) multi-user environment. The system includes server side components that simulate the 3D multi-user environment and objects therein, and a plurality of clients connected to the server side components via a network. The server side components maintain data mining pylons that generate data mining facts concerning the location of objects in the 3D multi-user environment, as well as objects with usage triggers that detect when an avatar interacts with an object and generate a data mining fact in response. The server side components data also generate data mining facts related to user login and registration, commerce, communication, world and object state, user relationships, surveys, advertising, and customer-submitted content. Data mining facts are stored in one or more data warehousing files and may be analyzed to discover, predict or confirm trends in user behavior and preferences. The data warehousing files may also be linked to external data mining information generated by other real-world systems and commercial entities.

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